

Sales gain in mainland Spain

THE first order to be placed on the Intec stand at the Graphispag exhibition in Barcelona was for 150,000 euros worth of Intec printers. International Business Development Manager Kerry Button expects "early sales from the show to reach more than 500,000 euros" with the bulk being for the newly launched **Intec DMP420**. "It was extremely good and much better than expected - the turn out being three-to-four times better than at GOA (Graphics of America)," Mr Button says. "In 20 years of doing exhibitions it was the best one I've attended. It was a pleasure to work with the staff from RIC, our Intec partner in Spain - they are such professional people, who are working hard to promote the Intec brand. We made a huge amount of sales, which might reflect the fact that the Spanish economy grew in the final quarter of 2010. However, no Spanish bank seems to be lending and there's 20 per cent unemployment. A lot of jobseekers visited our stand with their CVs." The event was attended by the Spanish Royal family.



The busy Intec stand at Graphispag

Taking it global



AS that well-known song penned by *Big Brovaz*, the British hip hop group, goes 'we're taking it global'. "That sums up the Intec story to a tee," says MD Ian Melville. "There's been really strong interest in the new **Intec DMP420** from overseas and it was only launched in April."



International Sales Executive Paul Fripp adds: "Printers in Spain and Germany have shown the strongest interest in the **DMP420**. I think it's proving so successful because the automated multi-feed system gives higher productivity and the higher feed capacity allows longer uninterrupted

runs." Sergio Blanch from RICS, Intec's partner in Spain, reports that his customers "are very happy with the **DMP420** because they can use the accessories for a great number of different papers and window envelopes".

Appointments



L-R: Helen Sims, Todd Tedesco and Doty van Haften

SOPRANO Helen Sims has been hired as Sales Administrator at Intec's UK head office. A member of Bournemouth Community Gospel Choir for the past seven years, she says she will sing to late payers... Her favourite song is the gospel arrangement of *Oh Happy Day*, which featured in Sister Act starring Whoopi Goldberg.

Meanwhile, Todd Tedesco has been appointed to the US office as Technical Manager and Doty van Haften joins him as Accounts and Office Manager.

BREAKING NEWS:

Eight Intec printers sold to Indonesia.
Indian summer: Large order just received from India.

Improve your hit rates...

EVER wanted to personalise literature but didn't have the time?

Intec's Kerry Button explains that quite often businesses want to send the same document to their contacts but may wish to personalise each communication with a different name and image, for example. He says that until Intec introduced its **Variprint** software it was just the domain of large corporates with big budgets but now small printers and marketing departments can do this at a cost effective price. "It could be very useful for nightclubs, too," muses Mr Button. "It will enable them to send out fliers to customers inviting them to celebrate birthdays at their particular venue. It is well-known that personalised literature generates greater responses," he concludes.



Intecprinters.com

CUSTOMER demand is driving change at the Intec website. New products such as Intec MagnaPaper, the **Intec FCS100** and the **Intec TCC200** business card and postcard cutters have been added to the site together with brochures. New video demonstrations have been uploaded for the **Intec CP2020**, **HP500** and **PFS200** machines. There is now a dedicated section for exhibitions detailing where Intec printers, partners and dealers will be exhibiting throughout 2011. Advertisements and editorial can now be sourced from the Media Centre and there are also warranty forms and returns procedures to download.

TLD...



L-R: Tim Webster, Managing Director alt p and Alastair Webster, Sales Director couldn't wait to start selling, almost walking off with the demonstration HPP500 there and then!

FORGET TLC (tender loving care) because at Intec prospects receive TLD (tour, lunch and a demo). In April, Andy Knaggs, Editor of *Print & Paper Monthly* was treated to this along with a demonstration of the new **DMP420**. Then father and son team Tim and Alastair Webster from alt p, print and copy solutions in Leeds came down to sign up as the Intec partner for Yorkshire. MD Tim Webster said: "The Intec range appeals to us because it is in a niche market and there is no click charge." alt p has been trading since 2005 and employs 10 staff.

Swann song...



INTEC Channel Manager Peter Swann has a reason to be proud and it's not just because he works for a profitable UK manufacturer. His eldest son Alex, 17, a student at Queen Elizabeth School, Wimborne, is a bit of a tennis ace. Along with fellow QE students Dan Brown, Tom Nation and Aaron Clark, he participated in the Senior Schools section of the Aegon Tennis Finals at Bolton Arena. "Alex and his team were shortlisted from almost 400 schools across the UK," says Mr Swann. "Only eight boys and eight girls teams secured a place in the Senior Schools final. Alex and his team came third in their group."

Intec Printing Solutions supports Friends of the Handicapped International in Ghana and The Harvest Children's Home in Sri Lanka. Every consumable purchased for your Intec CP2020 printer will generate a donation towards these two excellent charities which Intec supports by visiting in the field and ensuring that all proceeds actually go to those who really need the help.

Thank you for your partnership with us in this.

Dream holiday...



Beachcomber Island, Fiji

INTEC has welcomed back General Manager John Anderson, who has returned from a trip of a lifetime. At the start of the year John and his wife Pat took a world cruise aboard P&O Arcadia. In total they travelled 33,800 miles round the globe. The 90-day trip saw them visit 27 destinations including Barbados, Panama, Mexico, America, Australia and China. The couple's favourite place was Beachcomber Island, Fiji "because it was so remote and secluded".

Follow John and Pat's blog at www.travelpod.com - just search for JohnPatAnderson

Intec's new US office



Diary dates

THE Intec range of heavy stock colour laser printers will be exhibited at the forthcoming exhibitions this May:

Wednesday, May 4 to Friday, May 6
PrintEx11, Sydney Convention & Exhibition Centre, **Sydney, Australia**

Wednesday, May 4 to Saturday, May 7
Indomax 2011 in **Jakarta, Indonesia**

Follow Intec on [LinkedIn](#), [Facebook](#) and [Twitter](#)

Train to gain...



L-R: Andy Withall, Lars Strandberg, Ove Wallinder and Riccardo Margarolo

KNOWLEDGE is power and with that in mind in April Technical and Training Manager Andy Withall flew to America to train our new US Technical Manager Todd Tedesco at the Intec office in Tampa, Florida. On his return he hosted a one-week training course for Riccardo Margarolo from TWS, Intec's new partner in Italy and Lars Strandberg and Ove Wallinder from Master Office, the new Intec partner for Sweden. Every month Mr Withall hosts training programmes at Intec's head office in Hamworthy that run for a week at a time.

Business cards

PRODUCE professional tailor made, short-run, business cards on the Intec range of heavy stock colour laser printers with **Intec Business Cards**. The cards, which are 250gsm, come in packs of 1,000 with 10 on a sheet of A4.

A template to enable easy design of your own cards can be downloaded from www.intecprinters.com.

Available from Friday, May 13.



Business card and postcard cutter

ORDERS for the Intec FCS100 business card cutter have already been taken from Indonesia, according to Kerry Button.

Follow Intec on [LinkedIn](#), [Facebook](#) and [Twitter](#)



www.harvestchildren.com



www.fhi-ghana.com

intec
PRINTING SOLUTIONS

Info-Tec Distribution Limited
Unit 11B, Dawkins Road Industrial Estate, Hamworthy, Poole, Dorset BH15 4JP UK
Tel: +44 (0)1202 845 960 Fax: +44 (0)1202 845 961 Website: www.intecprinters.com